- NCTA-NLC compromise bill stalls
- Turner renews attack on must-carry
- Cable sidelight at NATPE marketplace
- TCI and Scripps form joint cable venture

CableVision

he news and features weekly of the cable television industry April 4, 1983 $3.00

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PLUS Rainbow's Arthur Baer

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Lorimar Productions, producer of 'Dallas,' bought New York ad agency Kenyon & Eckhardt. Getting into cable is part of the reason why.

Lorimar's cable strategy

Lorimar Productions, creator of the broadcast TV series *Dallas*, plans to acquire Kenyon & Eckhardt Inc., a leading ad agency. One strategy: to produce sponsored shows for cable. **Leading the week, pages 15-22.**

Accord with no place to go

National Cable Television Association's board ratified its legislative compromise with the National League of Cities, but the Senate Commerce Committee failed to come to a vote in an initial attempt to incorporate the accord into S. 66. Meanwhile, many city officials continue to grumble about the pact. **Leading the week, pages 15-22.**

Preserving FCC rules

Representatives Tim Wirth (D-Colo.) and Henry Waxman (D-Calif.) introduced a bill that would place a five-year moratorium on any Federal Communications Commission action to repeal or alter the financial interest, syndication and prime-time access rules. **Leading the week, pages 15-22.**

Making deals, not war

Broadcast and cable services and operators, each faced with financial constraints, sought cooperation at the NATPE convention in Las Vegas, Nev. **Leading the week, pages 15-22.**

CHN's new president

Cable Health Network has a new president, as Jeffrey Reiss moves up to vice chairman and a long-range planning post. **Leading the week, pages 15-22.**

Disney, CableShop sign MSOs

The Disney Channel and The CableShop release their initial list of MSO agreements. TCI, Continental and Sammons sign up for Disney; ATC and Times Mirror contract for CableShop. **Leading the week, pages 15-22.**

Overbuild distaste

Public and corporate officials familiar with overbuilds are almost unanimous in their disfavor of overbuilds, according to a report by cable consultant Les Page. **Leading the week, pages 15-22.**

Beating swords into plowshares

NATPE attendees wrestle with the future of TV, its new technologies and their roles in serving the marketplace. Meanwhile, broadcasters and cable operators showed a greater measure of mutual trust and cooperation. **Page 51.**

RSVP isn't pulling punches

The ABC-ESPN pay-per-view venture is budgeting $1 million to advertise a four-bout boxing event in an attempt to achieve 15 percent penetration. **Page 60.**

P&G buys Daytime package

Procter & Gamble's three-pronged buy includes sponsorship of a new half-hour series. **Page 66.**

TCI, Scripps form venture

TeleScripps is intended to acquire cable systems with a total of up to 500,000 subscribers within the next five years. **Page 99.**

TBS renews must-carry siege

Turner formally requests the FCC to act on its petition to eliminate must-carry rules. **Page 116.**

Copyright owners fight back

The fight over higher distant signal royalty fees rages on, with the MPAA and major sports interests attacking cable's claims. **Page 116.**

About the cover

The glamour and the advertising power of television are being made available to small businesses for the first time by savvy cable operators. See *CableVision Plus*, p. 78. Illustration by Brent Veysey.

This week in PLUS

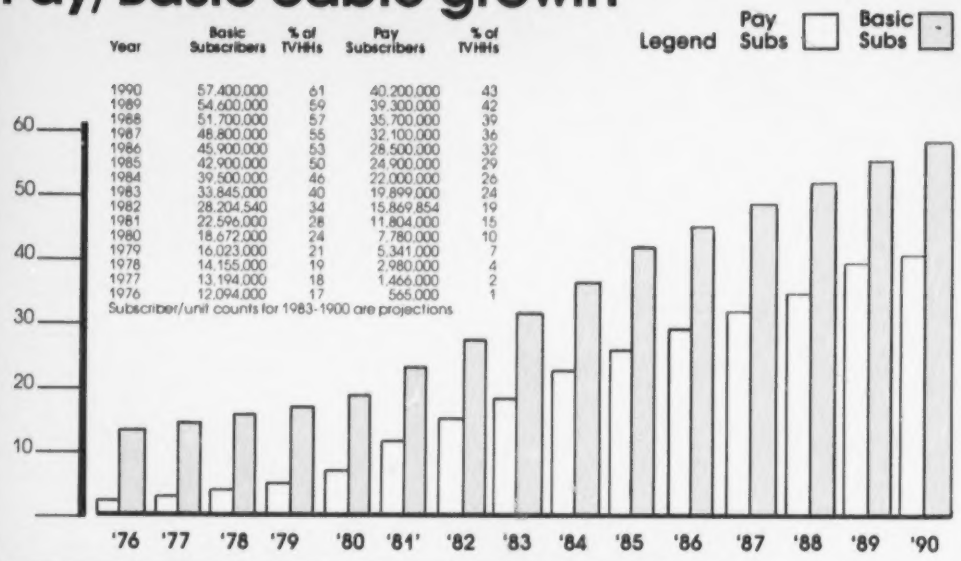
Locally produced cable commercials are getting better all the time. And are producing good results for the money. Systems across the country are producing quality cable spots that are miles above the typical late-night broadcast ads that make you turn the set off more than buy the product. . . Today, "headhunters" for cable companies look more for general business experience than for cable knowledge. Arthur Baer, Rainbow's new president, has never had a cable hookup. But he's an expert in packaging and marketing products and in making companies grow. And selling cable may not be so different from selling coffee. . . At UA-Columbia's New Rochelle, N.Y., system, area college students learn cable from behind a camera lens. The students get on-the-job career training, while the system gets a hard-working LO crew. **Pages 75-98.**

Cable stats

Pay/Basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections



Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable units 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Film product comparison—April

Film	Pay Networks					Distributor
A Doll's House				HTN*		Paramount
A Little Sex	HBO	(ST)	TMC*			Universal
A Whale of a Tale		ST				Eastern Media
Absence of Malice	HBO					Columbia
Adventures of the Wilderness Family Part II	HBO*	(ST)	(TMC)			Simcom
All the Marbles					C*	MGM/UA
Alex in Wonderland					C*	MGM/UA
The Amateur	(HBO)	ST*	(TMC)			20th Century-Fox
The Amazing Mr. Blunden				HTN*		Excel Video
Amber Waves					C	HBO
The American Success Company/Success*					C*	Columbia
An American Werewolf In London	HBO*					PolyGram
An Eye For An Eye		ST				Wescom
Arthur	(HBO)		(TMC)	HTN*		Warner Bros.
Ask Any Girl				HTN		MGM/UA
Atlantic City		ST				Paramount
Barbarosa					C*	ITC
The Beast Within	HBO*		(TMC)			MGM/UA
Below the Belt					C	Film Gallery
Beyond the Reef	HBO					Dino De Laurentiis
The Bible					C*	20th Century-Fox
The Blackboard Jungle				HTN	(C)	MGM/UA
Blow Out		ST*	TMC		(C)	Orion
The Boys in Company C					C*	Columbia
Brother Sun, Sister Moon			TMC*			Paramount
The Burning		ST	(TMC)			Orion
Butterfly		ST*	(TMC)			Analysis
Cafe Express			TMC			Swank
Carbon Copy	HBO				(C)	Embassy
Cat People		(ST)	TMC*			Universal
Cattle Annie and Little Britches					C*	Herndale
Chariots of Fire	(HBO)	(ST)	TMC*	(HTN)		Warner Bros.
Cheech and Chong's Nice Dreams	HBO*	(ST)	(TMC)		(C)	Columbia
Clash of the Titans				HTN	C	MGM/UA
Coach	HBO*					HBO
Conan the Barbarian	HBO	ST	TMC			Universal
Confessions from a Holiday Camp					C	Columbia
Continental Divide	(HBO)	ST		(HTN)		Universal
Convoy	(HBO)	ST	(TMC)			MGM/UA
Cutter's Way	(HBO)	ST	TMC			MGM/UA
The Dark Angel		ST			C	Samuel Goldwyn Co.
Dead End		ST*				Samuel Goldwyn Co.
Death Hunt		(ST)	TMC		C	20th Century-Fox
The Discreet Charm of The Bourgeoisie					C	20th Century-Fox
The Deer Hunter		(ST)	(TMC)		C	Universal
Doctor at Sea					C	Janus
Doctor Zhivago			(TMC)	(HTN)	C	MGM/UA
Dot and the Bunny		ST*	TMC			Satori
Edge of Doom		ST				Samuel Goldwyn Co.
Evilspeak	HBO	(ST)				Frank Moren Co.
Evil Under the Sun	HBO*					AFD
Excalibur	HBO	ST*	(TMC)	HTN*		Warner Bros.
Eye of the Needle					C*	MGM/UA
Eyewitness		(ST)	(TMC)		C*	20th Century-Fox
Fat Chance			TMC			Manley Productions
First Monday in October		(ST)	TMC	HTN*		Paramount
The Fixer				HTN*		MGM/UA
Forbidden Games					C*	Janus
For Your Eyes Only	HBO	(ST)	(TMC)	HTN*	(C)	MGM/UA
The Four Seasons	HBO	(ST)	TMC	(HTN)		Universal
The French Lieutenant's Woman	(HBO)	(ST)	(TMC)		C	MGM/UA
Fugitive Family	HBO					HBO
Funeral Home		(ST)			C*	Wescom
Gas		ST*				Paramount
The Gathering Part II				HTN	(C)	Worldvision
The Gazebo					C	MGM/UA
The Great Sinner		ST				MGM/UA
The Green Man					C	Alan Enterprises
Gunn				HTN*		Paramount
Guys and Dolls					C*	Samuel Goldwyn Co.
The Hanging Tree			TMC		(C)	Warner Bros.
Hanover Street				HTN	C	Columbia
The Happy Hooker Goes To Hollywood		ST				Swank
Hardcore					C	Columbia
Harry's War	HBO					Sunn Classic
Hearts and Minds		ST				Paramount
Heaven Can Wait		(ST)		HTN*		Paramount
Her Twelve Men		ST				MGM/UA
The High Cost of Loving		ST				MGM/UA
High Risk		ST				Viacom
History of the World, Part I					C	20th Century-Fox
Honky Tonk Freeway	HBO				(C)	AFD
I Ought To Be In Pictures	(HBO)	ST*	(TMC)	HTN*		20th Century-Fox
I'm Dancing As Fast As I Can	HBO	ST	TMC			Paramount
Inside Moves					C	ITC
Intruder in the Dust		ST				MGM/UA
Jabberwocky			TMC*			Almi Group
Jaws of Satan			TMC			MGM/UA
J.D. and the Salt Flat Kid					C	Samuel Goldwyn Co.
The Jericho Mile			(TMC)		C*	ABC
Julia		ST*			(C)	MGM/UA
The Kid from Brooklyn		ST				Samuel Goldwyn Co.
King of Kings				(HTN)	C*	MGM/UA
La Cage Aux Folles II	HBO*		(TMC)			MGM/UA
Lenny					C	MGM/UA
Les Girls			(TMC)	HTN*	(C)	MGM/UA
Lies My Father Told Me					C	Columbia
The Long Good Friday			TMC			Handmade Films
The Looney, Looney, Looney Bugs Bunny Movie	HBO	(ST)	TMC	(HTN)		Warner Bros.
Love and Money		ST	(TMC)			Lorimar
Love at First Bite					C	Viacom
Lovers and Liars			TMC			Samuel Goldwyn
Lunch Wagon Girls					C	Seymour Borde
The Man Who Fell To Earth			TMC			Almi Group
The Man Who Would Be King					C*	Lorimar
McLintock	HBO					Batjac
Mephisto		ST	TMC		C	Picture Source
Merry-Go-Round		ST				Film Gallery
Mirror, Mirror					C	HBO
Mistress Pamela		ST*				Intercontinental
Monty Python and the Holy Grail			TMC		(C)	Almi Group
Moscow Does Not Believe In Tears				HTN*	C*	IFEX
Mountain Family Robinson		ST	TMC			Simcom
National Lampoon's Movie Madness			TMC			MGM/UA

Cable stats

Film	Pay Networks				Distributor
Never So Few		(ST)		HTN*	C* MGM/UA
Never Never Land				(HTN)	C* Thorn EMI
Night School		ST			Paramount
North by Northwest				HTN*	(C) MGM/UA
On the Run			TMC		MGM/UA
Outland		(ST)	(TMC)	HTN	Warner Bros
Partners		ST	TMC		Paramount
Popeye			TMC		Paramount
Pray TV		ST*			Orion
Private Lessons			TMC		Universal
Rawhide			TMC		20th Century Fox
The Red Badge of Courage					C* MGM/UA
Rich and Famous	HBO	(ST)	TMC*		(C) MGM/UA
Rough Cut		(ST)	TMC		(C) Paramount
Ruckus			(TMC)	HTN*	Wrightwood
The Salamander	HBO		TMC		AFD
Savage Harvest	HBO				Savage Harvest Co
The Sea Wolves	(HBO)				C Lorimar
The Secret Policeman's Other Ball		ST	TMC		20th Century Fox
The Sensuous Nurse		(ST)			C* Castle Hill
Sex Machine		ST*			Seymour Borde
Sgt. Pepper's Lonely Hearts Club Band				HTN	Universal
Shogun Assassin		ST			Samuel Goldwyn Co
The Shootist	(HBO)		TMC		Paramount
Silence of the North	(HBO)	(ST)		HTN*	Universal
Silent Movie			(TMC)		C 20th Century Fox
Silk Stockings				HTN*	MGM/UA
Soup for One	HBO		TMC		Warner Bros
Southern Comfort	HBO	(ST)	(TMC)		(C) Atlantic
Starbirds		ST			New Hope
Star Trek II The Wrath of Khan	HBO	ST	TMC	HTN	Paramount
Star Wars	HBO*	(ST)	(TMC)	(HTN)	20th Century-Fox
Stripes		ST	(TMC)	HTN*	(C) Columbia
Student Bodies		ST			Paramount
The Sword and the Sorcerer	HBO	ST	TMC		Universal
Tarzan, the Ape Man			(TMC)		C MGM/UA
Texas Lightning		ST*			Film Ventures
The 13th Day: The Story of Esther				HTN*	Universal
30 Is a Dangerous Age, Cynthia					C Columbia
Three Warriors			TMC		(C) Film Gallery
Ticket to Heaven		ST*	TMC*		(C) Stalker
The Tinderbox					C* Corinth
Treasure Island	HBO				Warner Bros
Treasures of the Snow	HBO*			HTN	Turner Program Services
Tribute to a Bad Man			TMC		MGM/UA
The Twelve Chairs				C	Wrightwood
Two Weeks in Another Town				HTN	(C) MGM/UA
Under the Rainbow			TMC	(HTN)	Warner Bros
Underground Aces		ST			Orion
Victory	(HBO)			(HTN)	C* Lorimar
The V.I.P.s		(ST)		HTN*	(C) MGM/UA
Virus			(TMC)	HTN*	Broadwood
Who Has Seen the Wind	(HBO)				C Janus
Witch's Sister		ST			Film Gallery
Wolfen	HBO		(TMC)		Warner Bros
The Wonder of it All	HBO				Simcom
Woodplum					C Odec
Z			TMC		C Almi Group

Cable network legend:
HBO – Home Box Office
ST – Showtime
TMC – The Movie Channel
HTN – Home Theater Network Plus
C – Cinemax

* Networks in parentheses indicate carriage in November, December, January, February and/or March.

* An asterisk following a network indicates the film is a carryover from November, December, January, February and/or March.

* In total, 172 films appear on the April schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (November 1982-January 1983), one movie, "For Your Eyes Only," appeared on all five services. Twelve films appeared on four of the five networks, 25 on three and 44 on two networks. Ninetyone films are unduplicated.

* The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 35, followed by Paramount with 16 and Universal and 20th Century-Fox with 11 films apiece.

* All sorts of different highlights on the program guide covers this month, a change from the winter of 1983. "Absence of Malice" on HBO's cover, "Star Trek II The Wrath of Khan" on The Movie Channel and HTN Plus guides, while Showtime opts for the premiere of "The Paper Chase – The Second Year," the law school series starring John Houseman. Also on the TMC cover, "Conan the Barbarian" and "The Sword and the Sorcerer," two films in the same movie genre. And in addition to "Absence of Malice," the HBO/Cinemax guide features a Willie Nelson concert special, a Mel Brooks film festival and the "Philip Marlow: Private Eye" miniseries.

*In some cities around the country, this movie is playing under the title "Success," released by The Invisible Studio.

Cable penetration in top 50 TV markets

Rank	Market	Percent of homes passed with basic cable
1.	New York City	45.8
2.	Los Angeles-Palm Springs	34.4
3.	Chicago	44.0
4.	Philadelphia	53.8
5.	San Francisco-Oakland	51.1
6.	Boston-Manchester-Worcester	43.4
7.	Detroit	39.1
8.	Washington, D.C.-Hagerstown	56.1
9.	Cleveland-Akron	50.0
10.	Dallas/Fort Worth	48.9
11.	Houston	46.9
12.	Pittsburgh	54.3
13.	Miami-Ft. Lauderdale	35.4
14.	Seattle/Tacoma	50.4
15.	Minneapolis/St. Paul	48.2
16.	Atlanta	48.8
17.	St. Louis	37.6
18.	Tampa/St. Petersburg-Sarasota	48.1
19.	Denver	49.5
20.	Baltimore	46.7
21.	Sacramento/Stockton	57.9
22.	Indianapolis	56.1
23.	Portland, Ore.	59.9
24.	Phoenix-Flagstaff	44.4
25.	Hartford/New Haven	60.5
26.	Cincinnati	53.9
27.	San Diego	60.7
28.	Kansas City	50.6
29.	Milwaukee	34.6
30.	Nashville-Bowling Green	56.1
31.	Charlotte	50.6
32.	Buffalo	56.4
33.	Providence-New Bedford	62.6
34.	Orlando-Daytona Beach	57.6
35.	New Orleans	59.3
36.	Memphis	66.2
37.	Columbus, Ohio	43.5
38.	Greenville-Sparta-Ashville	47.1
39.	Grand Rapids-Beaver Creek	49.6
40.	Birmingham-Anniston	52.7
41.	Raleigh-Durham	58.6
42.	Oklahoma City	52.3
43.	Louisville	50.0
44.	Salt Lake City	47.6
45.	San Antonio	60.7
46.	Charleston-Huntington	60.4
47.	Norfolk-Portsmouth-Newport News	48.8
48.	Harrisburg-Lancaster-Lebanon-York	63.8
49.	Wilkes-Barre-Scranton	61.5
50.	Albany-Schenectady-Troy	60.3

Note: Market areas refer to Nielsen's designated market areas (DMA)